



PHILIP MORRIS

U. S. A.

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December 1, 1994

Ms. Catherine S. Spencer
Head, Marketing Branch
Morale, Welfare and Recreation
Support Activity
U.S. Marine Corps
3044 Catlin Avenue
Quantico, VA 22134-5099

Dear Ms Spencer:

I am writing on behalf of Philip Morris Incorporated to propose the staging of a three-day **MARLBORO MUSIC** festival featuring three concerts at selected Marine Bases during July/August, 1995. The proposal outlined below takes advantage of our successful experience in bringing top music acts to their fans over the past several years.

Briefly, our proposal is to present concerts in a festival setting to military personnel and dependents as well as to the public. The host base has the option of charging \$3.00 to \$5.00 admission ticket price for each day. Proceeds from the gate, vendor sponsorship, as well as concessions, would go to the base MWR funds. The host base should be willing to accommodate a minimum of 75,000 to 100,000 people over a three-day period (25,000+ each day).

In addition, Philip Morris will ensure that the following services and equipment are provided for each **MARLBORO MUSIC** festival site:

1. First-class music concerts (Friday, Saturday and Sunday) featuring top name entertainers, which appeal to the demographic of the market;
2. All staging and necessary stage equipment;
3. All lighting and sound equipment;
4. Stage and sound scrims;
5. Trucking for load in and load out;

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6. Insurance for crew and talent;
7. All music licensing payments to BMI and ASCAP;
8. Public relations staff to publicize concerts;
9. Print advertising for base and local newspapers (featuring the **MARLBORO MUSIC** logo);
10. Banners, posters and flyers (featuring the **MARLBORO MUSIC** logo) to advertise the concerts on host base and nearby bases, utilizing the same wording approved last year;
11. Promotions in the Post Exchange for **MARLBORO MUSIC** tickets or other incentives;
12. Placement of the following disclaimer on all print advertising:

"This [form of media] does not express or imply an endorsement of the sponsor or its products or services by the U.S. Marines or any other part of the Federal government."
13. Agreement not to distribute free tobacco or alcoholic products. Base to permit Marlboro the right to distribute survey cards (see attached) to adult smokers twenty-one years of age and older. Consumers will receive a free lighter for their time.

Base to provide permission to host a 10 x 22 Marlboro tent for redemption of UPCs from adult smokers twenty-one years of age and older towards Marlboro branded incentive items. No tobacco product will be sold from this tent; and,
14. Tent and catering for media and base VIP hospitality.

If concessions are sold in connection with the concerts, the set-up would be the responsibility of the U.S. Marines, and all proceeds generated would be retained for your MWR fund. Philip Morris would ask that U.S. Marines agree to make best efforts to solicit, or offer Philip Morris subsidiary products for concession sale during the concerts.

Following is a list of support services and other requirements we would ask that the U.S. Marines provide in connection with each festival concert:

1. Acknowledgment of the legal name of festival concerts as **MARLBORO MUSIC**;
2. Agreement not to solicit festival stage co-sponsors. On-site vendor sponsorship will be acceptable (with mutual agreements by PM and Marine Base);
3. Security at entrances and stage areas for the three-day festival;

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4. Adequate electricity and electrician or power-silent generators and cables (to be determined once site is selected) for the three-day period;
5. Stagehands and loaders, approximately 25 people for six or seven days total (experience not necessary);
6. Forklifts and work lights (quantity to be determined once site is selected);
7. On-site backstage catering for all working military personnel (Philip Morris will pay for meals for tour personnel and entertainers);
8. Tents for catering area;
9. Portable trailers for use as production office and dressing rooms. Philip Morris will pay for the cost of the production trailer;
10. Telephone service for the production office with 2 separate local lines. Philip Morris will pay for installation of phone lines and long distance charges, if any;
11. Chairs or bleachers for VIP viewing area;
12. Port-O-San toilets (quantity to be determined once site is selected);
13. First-aid service availability from set-up through tear-down;
14. Cleanup services;
15. Public announcements to advertise concerts prior to day of show;
16. Provide access, in cooperation with Philip Morris' public relations staff, to local media to interview military personnel, conduct interviews on base with talent and review concert;
17. Proper credentials and identifications for all staff, crew and talent for gaining access to bases;
18. Ticket takers and ushers, if tickets are sold;
19. Printing of tickets and box offices facilities, if admission is charged;
20. Approximately 30 sheets of plywood to be used and returned after event;
21. Access to shower facilities or base gymnasium;
22. Appropriate personnel on base to assist in advertising and publicity of concerts;
23. General logistics support to assist in traffic control;

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24. Parking areas for truck and semis;
25. Topographical maps of concert area and maps indicating access roads to concert site; and,
26. Overnight security every night while Philip Morris concert equipment is on premises.

Naturally, we hope that you will seriously consider our proposal. Upon receipt of your written approval, we will schedule a meeting with the base Commander and appropriate base personnel to fully discuss the program details and answer all questions.

We look forward to working with you to bring the best in music and entertainment to your military personnel.

Very truly yours,



JOSE FONTANEZ
Manager
Marlboro Music

cc: I. Broeman
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